

## 2008-2009 REDI STRATEGIC INITIATIVES

**GOAL 1: Build Rockville's Economy for the Future***Strategy 1.1: Foster Innovation and Entrepreneurship in Rockville*

Tactic A: Support the Rockville Innovation Center (RIC)

Measurement: Tenant company growth; RIC occupancy rate (90%); sponsor participation (8)

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
REDI participates in Tenant Review Committee for new applicants	ongoing			
REDI participates in annual review for all tenant companies	ongoing			
Assess & redesign sponsor program	11/08			
Secure sponsorships	1/09			

Tactic B: Promote Technology Transfer from Area Laboratories

Measurement: Montgomery College class held; federal laboratory program begun

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Support Montgomery College technology transfer overview course	7-9/08			
Evaluate Montgomery College course	11/08			
Support 2009 Montgomery College course offering	12/08 – 6/09			
Create structure for ACTiVATE at NIH	7-12/08			
Secure funding for NIH program	1-3/09			
Course offered	2Q09			

Tactic C: Sponsor the StartRight! Women's Business Plan Competition

Measurement: Number (50) & regional diversity (20% non-MD) of participants; scope of prizes (>\$5,000)

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Determine StartRight! award event partner & timing	10/08			
Create Advisory Board	12/08			
Determine prizes & secure sponsors	1/09			
Conduct Competition	2-4/09			
Manage award ceremony; publicize winners; assess results	2Q09			

*Strategy 1.2: Catalyze Public and Private Investment Funds*

Tactic A: Increase Access to Existing Financial Resources

Measurement: Financial program summary released; Rockville company (2) & investor participation in the Capital Access Network (CAN)

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Compile summary information on financial assistance programs	10/08			
Publicize information	ongoing			
Become CAN member	1/09			
Introduce potential angel investors to CAN	1-6/09			
Introduce Rockville companies to CAN for access to angel investors	1-6/09			

## Tactic B: Promote New Sources of Funds

Measurement: "Power of Angels" seminar presented; # attendees (20)

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Spearhead "Power of Angels" seminar planning	7-12/08			
Secure seminar funding	12/08			
Present seminar	1Q09			

## Tactic C: Support Innovative Public Investment Programs

Measurement: Bill submitted on MD pension fund use

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Identify supporters of pension fund bill	12/08			
Identify bill sponsors	12/08			
Educate on bill benefits	1-4/09			

**GOAL 2: Attract New Businesses to Rockville***Strategy 2.1: Brand and Market Rockville as a Business Center*

## Tactic A: Establish the Rockville Regional Library as the Center for Business Information

Measurement: Business plan seminars sponsored (10); other seminars co-sponsored, promoted and held at the library (3); number of business plan seminar attendees (&gt;200)

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Organize and publicize monthly REDI seminars at the Rockville library	Ongoing			
Co-sponsor and promote seminars with other business organizations	Ongoing			

## Tactic B: Expand and Maintain REDI's Website

Measurement: New information added; number of monthly hits/visitors

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Redesign website	2Q09			
Update website	1-2 times monthly			
Do complete website review	1x a year			

## Tactic C: Selectively Advertise Rockville as a Great Place to Do Business

Measurement: Number of ads placed (35) and cooperative marketing campaigns run (1)

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Place ads in Gazette & SmartCEO	Ongoing			
Complete 2008 "Why Rockville Campaign"	1/09			
Organize event for 2008 sponsors and CEO	1/09			
Approve 2009 campaign	12/08			
Implement 2009 "Why Rockville" campaign	1-12/09			
Participate in cooperative marketing efforts with other organizations & media outlets	Ongoing			

## Tactic D: Generate Free, Earned Media Coverage

Measurement: Number of press releases generated; number of articles in print/stories on the air (>90); advertising equivalent increase over 2007-08 (>\$125,000)

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Author one regular column	Ongoing			
Secure one non-print media series	Ongoing			
Produce editorial content for Gazette "Inside Rockville Business"	11/08			
Achieve 6 non-calendar media placements/month	Ongoing			

*Strategy 2.2: Expand Rockville's Base of Technology Companies*

## Tactic A: Follow Up from BIO 2008 and Participate in BIO 2009

Measurement: Inquiries for information; presentations to companies; anecdotal stories of success; satisfaction of Rockville companies that participate in BIO 2008

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Follow up leads from BIO 2008	Ongoing			
Plan BIO 2009 joint booth with Rockville companies	1/09			
Implement PR campaign, schedule meetings through Partnering Program	5/09			
Participate in BIO 2009	5/2009			
Follow up leads from BIO 2009	Ongoing			
Plan participation in BIO 2011 in DC	Ongoing			

## Tactic B: Participate in 2008 Mid-Atlantic BIO

Measurement: Inquiries for information; presentations to companies; anecdotal stories of success; satisfaction of booth partners

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Plan Mid-Atlantic joint booth with Rockville companies	7-9/08			
Participate in Mid-Atlantic BIO 2008	10/2008			
Follow up leads from Mid-Atlantic BIO 2008	Ongoing			

Tactic C: Partner with Technology Business Organizations, e.g., TEDCO, Tech Transfer Society, Federal Lab Consortium, Tech Council of Maryland

Measurement: Joint programming and initiatives (10)

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Propose joint activities, participate at regional events	Ongoing			
Implement and assess results	Ongoing			

**GOAL 3: Retain and Support Rockville's Existing Business Base**

*Strategy 3.1: Recognize, Celebrate and Support Business Contributions to Rockville's Economic Success*

Tactic A: Celebrate Rockville Businesses through a "Business Appreciation Week"

Measurement: Expanded number of partner organizations (4), visiting team members and business visits (55); press coverage of event

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Identify partners	10/08			
Plan kick-off or closing event with partner	1/09			
Schedule business visits; identify visiting team members	2-3/09			
Publicize event	4/09			
Visit businesses; release survey results	4/09			
Evaluate event	5/09			

Tactic B: Make Targeted Retention Visits

Measurement: Number of visits (30)

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Schedule visits	Ongoing			
Begin visits	7/08			
Assess results and amend plan	6/09			

## Tactic C: Publicize Rockville business successes

Measurement: Number of companies nominated for awards (12); number of companies receiving awards (9)

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Identify targeted business award programs (goal is 4)	9/08			
Encourage company nominations	Ongoing			
Publicize Rockville company selections	Ongoing			

*Strategy 3.2: Support Workforce Recruitment for Rockville Companies*

## Tactic A: Sponsor/Organize a Regional Postdoc Conference

Measurement: Number of postdoc participants (600) and hiring companies (40); regional company representation; entrepreneurship focus; sufficient funds raised to cover conference costs

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Organize and host meetings of the planning committee	7-10/08			
Hold conference	10/2008			
Evaluate event	11/08			
Evaluate hiring results	3/09			



*Strategy 3.3: Stimulate B2B Networks for Businesses*

Tactic A: Support Efforts to Establish a Business Club for Montgomery County in Rockville

Measurement: Broader support for the project

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Promote concept	Ongoing			
Meet with potential investors	Ongoing			

Tactic B: Support Existing Business Organizations (Chambers, women and minority organizations, tech groups)

Measurement: Number of events promoted in calendar and e-newsletter (36); number of events attended (24)

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Publicize Rockville business events on web, in newsletter	Ongoing			
Attend business events (goal is 2/month)	Ongoing			
Provide links from REDI website to business organizations	Ongoing			

Tactic C: Facilitate B2B Connections through a Comprehensive, Web-based Listing of Rockville Technology Companies and Large Companies

Measurement: Databases updated annually; number of hits on the web pages

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Update information; add new businesses as they are discovered	Ongoing			
Complete annual database confirmation/update	8/08			
Evaluate and amend approach	8/08			

Tactic D: Communicate Regularly through an Email Newsletter

Measurement: Frequency and number of newsletters sent (12); percent opened (25%)

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Develop and send monthly REDI e-newsletter	Ongoing			
Assess readership quarterly	Ongoing			

#### **GOAL 4: Support City of Rockville Programs and Initiatives**

*Strategy 4.1: Support the Revitalization of Rockville Town Center*

Tactic A: Support Parking Coordination Efforts

Measurement: Parking plan implemented; timely installation of parking signs

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Continued distribution of Town Center parking brochure	Ongoing			
Gain support from existing garage owners for signage plan	12/08			
Implement signage plan	Open			Dependent on Duball construction schedule

Tactic B: Support Construction of a High Quality Boutique Hotel

Measurement: Hotel construction begins

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Support developer approvals and financing for project	Ongoing			

Tactic C: Distribute the Town Center Shopping/Dining/Parking Guide

Measurement: Remaining brochures are distributed in Rockville

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Distribute remaining Shopping/Dining Guides	Ongoing			

*Strategy 4.2: Partner with City on Initiatives with Economic Development Component*

Tactic A: Support City processes to review and update various Master Plans

Measurement: Responsiveness to City request for support; inclusion of economic considerations/business perspective in plans

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Participate in City meetings as requested	Ongoing			
Serve as a resource to City staff and liaison to business community throughout process	Ongoing			

Tactic B: Support Rockville Sister City Corporation Relationship (RSCC) with Jiaxing, China

Measurement: Economic development component in RSCC's plans and activities with Jiaxing counterparts

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Advise RSCC & provide program components as requested	Ongoing			
Serve as liaison to Rockville business community in implementing plan	Ongoing			

Tactic C: Integrate Businesses into the Effort to “Green” Rockville

Measurement: Lists are prepared, published and publicized

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Prepare list of Rockville businesses providing “green services”	2/09			
Prepare list of Rockville’s “green” office buildings	3/09			
Publish and promote lists	4/09 ongoing			

Tactic D: Promote Existing Cultural and Arts Organizations and Events

Measurement: City list added to website; calendar information disseminated

Milestones/Activities	Original Target Date	Current Target Date	Completion Date	Notes
Add City cultural org. list to REDI website; Publicize widely	TBD			
Compile information about regional calendars	12/08			
Encourage arts & entertainment organizations to submit event info to regional calendars	ongoing			
Promote business participation on arts and entertainment boards	ongoing			